



NEWS RELEASE

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Contact: Scott Manning
(317) 416-1186
scott.manning@indy.gov

500+ Bicyclists Join Mayor Ballard for Second Annual Spring Fever Bike Ride

INDIANAPOLIS – More than 500 bicyclists gathered at the Big Car Service Center for Culture and Community on Indianapolis' Northwest side Saturday afternoon for Mayor Greg Ballard's second annual Spring Fever Bike Ride presented by Georgetown Market.

Big Car's Service Center, which was honored earlier this week during the 2013 Indianapolis Sustainability Awards, was the starting and ending point for the 13 mile recreational ride. The route took bicyclists north through the Lafayette Square area, which has received national attention for efforts to create an international marketplace. From there, the group continued through residential areas along West 56th Street and Kessler Boulevard and on to the White River Parkway, where bicyclists enjoyed the scenic White River on the west and Riverside Park and South Grove Golf Course on the east.

"The Spring Ride's popularity highlights growing interest in bicycling and Indy's nationally recognized efforts to provide greater and safer access for cyclists," Mayor Ballard said. "It's also a fun community event that I look forward to each year."

Georgetown Market was the title sponsor for the 2013 Spring Fever Bike Ride, and additional sponsorship support was provided by BigCar.org and Sun King Brewing.

For more information on Indianapolis' bike plan and future bike lane projects, visit www.indy.gov/bikeways.